

ABSTRACT OF THE DISCLOSURE

This invention provides simpler, low-cost
printhead temperature adjustment means without
5 complicating the driver arrangement of a printhead
substrate. In a printing apparatus to which this
invention is applied, when printing by alternately
driving two printheads having the same arrangement, if
one of these printheads is in printing, a driving
10 signal having a short pulse width insufficient to print
is input to the other printhead to drive all printing
elements.